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# Practice the Golden Rule over the Telephone

**T**HE more thoughtfulness and consideration you give to talking over the telephone the greater will be your return in good will, satisfied customers and increased business.

**When you make a telephone call stay at the telephone and be ready to talk as soon as your call is answered. Do not ask others to "hold the wire." It is a request that may displease them as much as it does you when you receive it. It *is* annoying. It wastes time and creates an unfavorable impression before the conversation starts.**

**I**t pays to practice the Golden Rule in your use of the telephone. It is worth while to give the same amount of consideration to others that you expect from them. Why not let correct telephone usage be a more important part of *your* code of business ethics?

NEW YORK TELEPHONE COMPANY

